



Daniel Zverev
Founder

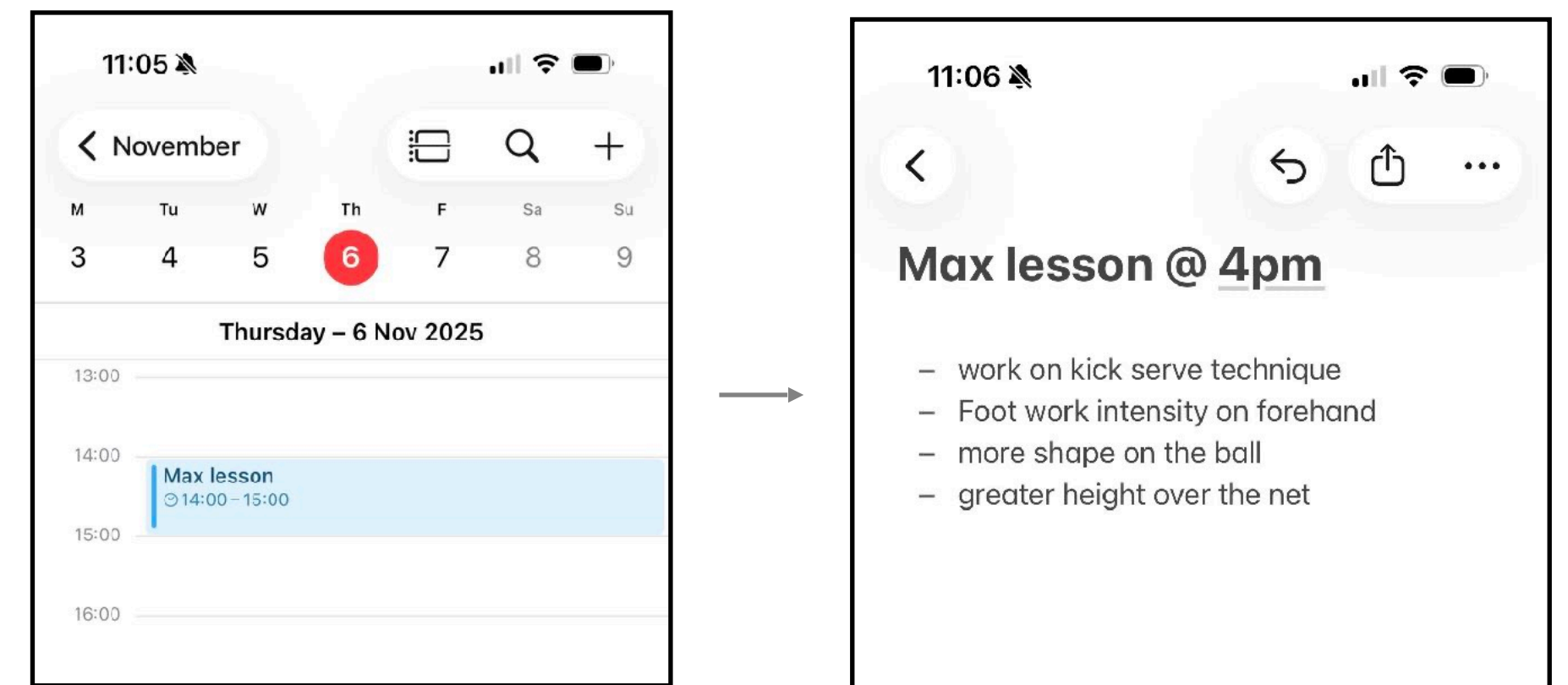
<https://tennova.com>

The Problem

Tennis coaches lose 10–15+ hours weekly to admin and mental load. Planning lessons, tracking clients, and juggling communications.

- Most lesson planned from scratch, or recycled
- 40+ clients means 40+ sets of details to remember
- Communication scattered across multiple channels
- No way to track or improve what's working

The result? Burnout, inconsistent coaching quality, and an inability to scale.



Coaches use multiple apps which leads to confusion, clutter and excess time spent on admin tasks



The Opportunity

Tennis tech is booming – for players.

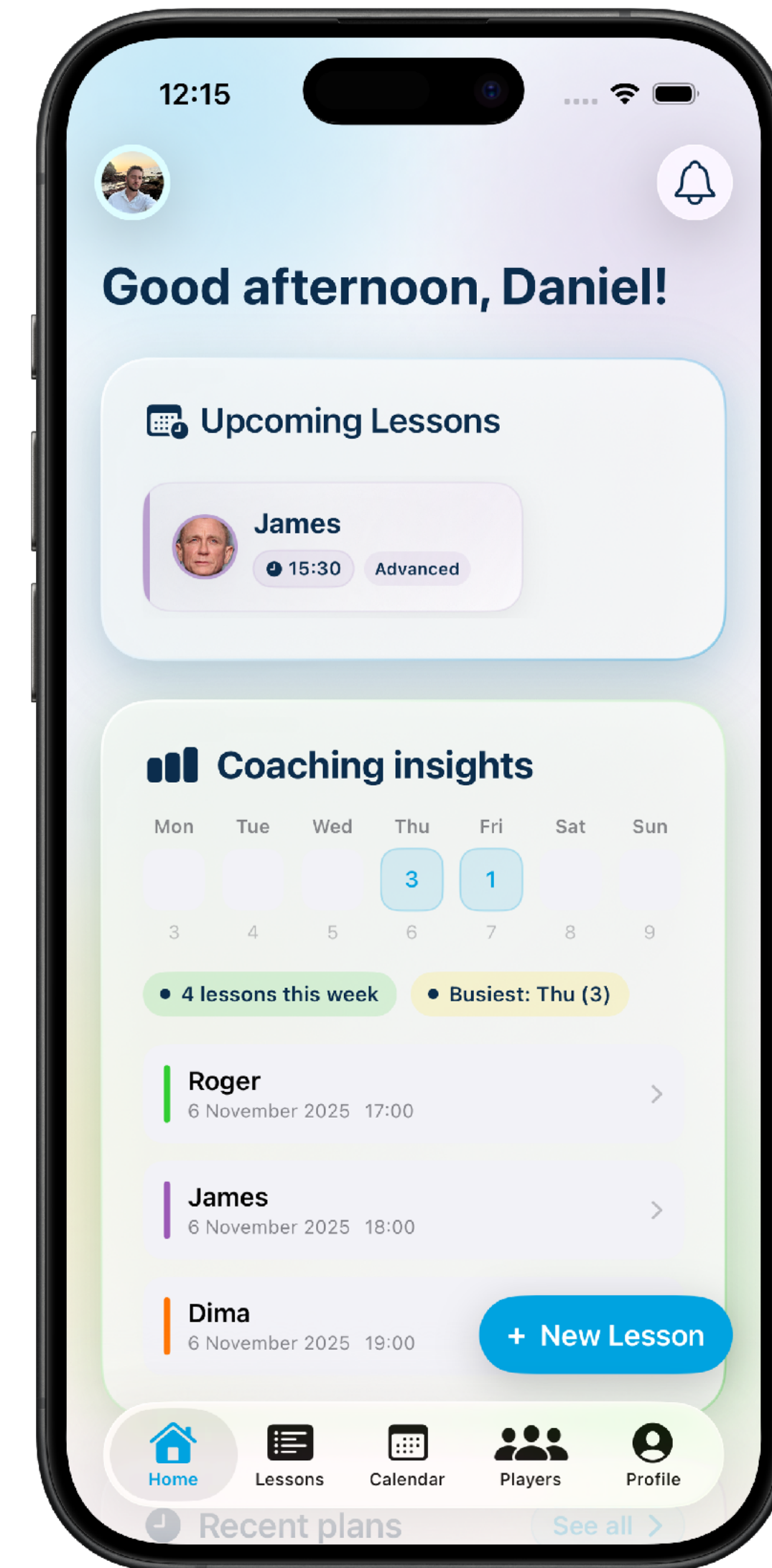
- SwingVision: \$15M raised
- PlaySight: \$50M raised
- Dozens more tracking performance

Coaches? Switch back and forth between calendar and note taking apps

\$200M+ invested in player tech. Minimal investment in coaching tools.

Tennanova is the missing infrastructure – the operating system for tennis coaching that federations need.

Why now: 1.2M coaches globally. Federations digitalising. AI makes this possible.



Home tab view of the Tennanova app
(MVP)



The Solution

Intelligent lesson planning (powered by AI) in seconds, not hours.

Answer 5 questions and get a complete, structured lesson plan instantly.

Smart player database that remembers everything.

Skill levels, goals, injury history, preferences and auto-generated lessons for each player.

Guided coaching mode on-court.

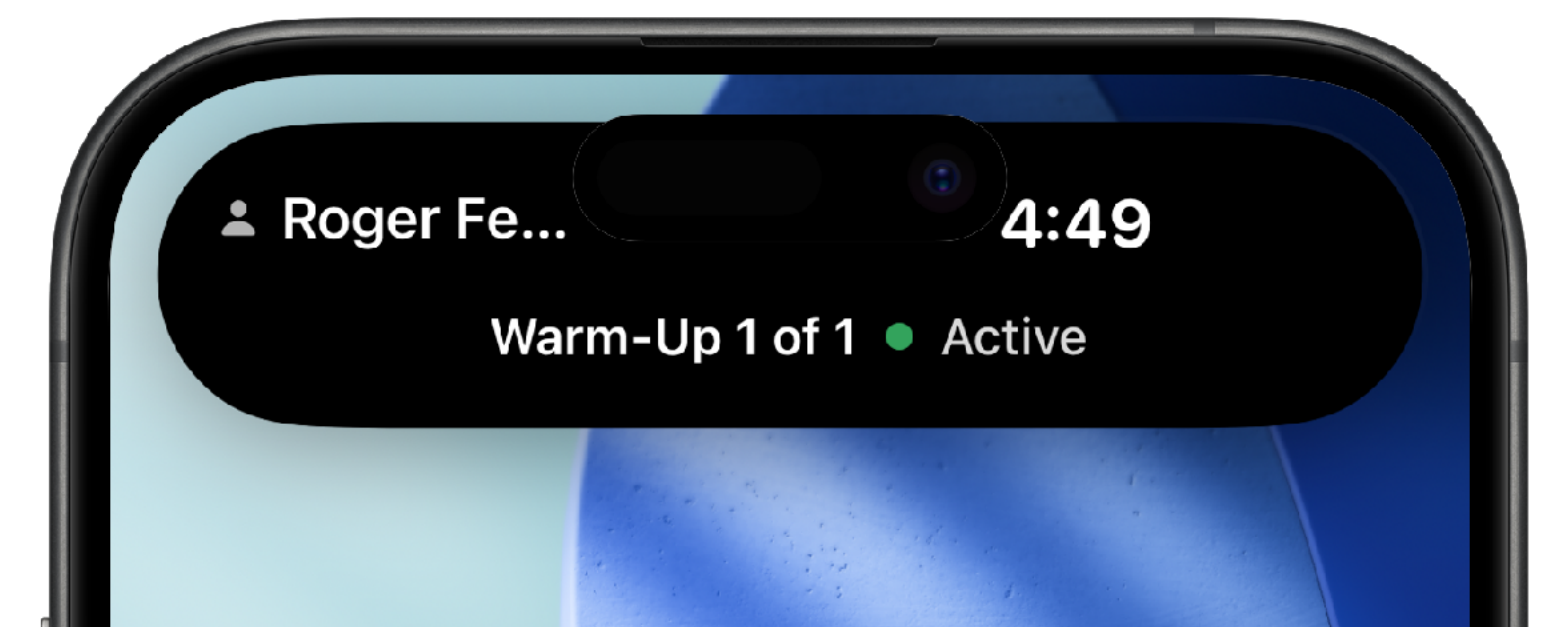
Step-by-step delivery with real-time adjustments and post-session notes.

The result: 10+ hours saved weekly. 30% more capacity. No burnout.



Lesson card's in Calendar tab

Live Coaching Mode
via Dynamic Island



How It Works

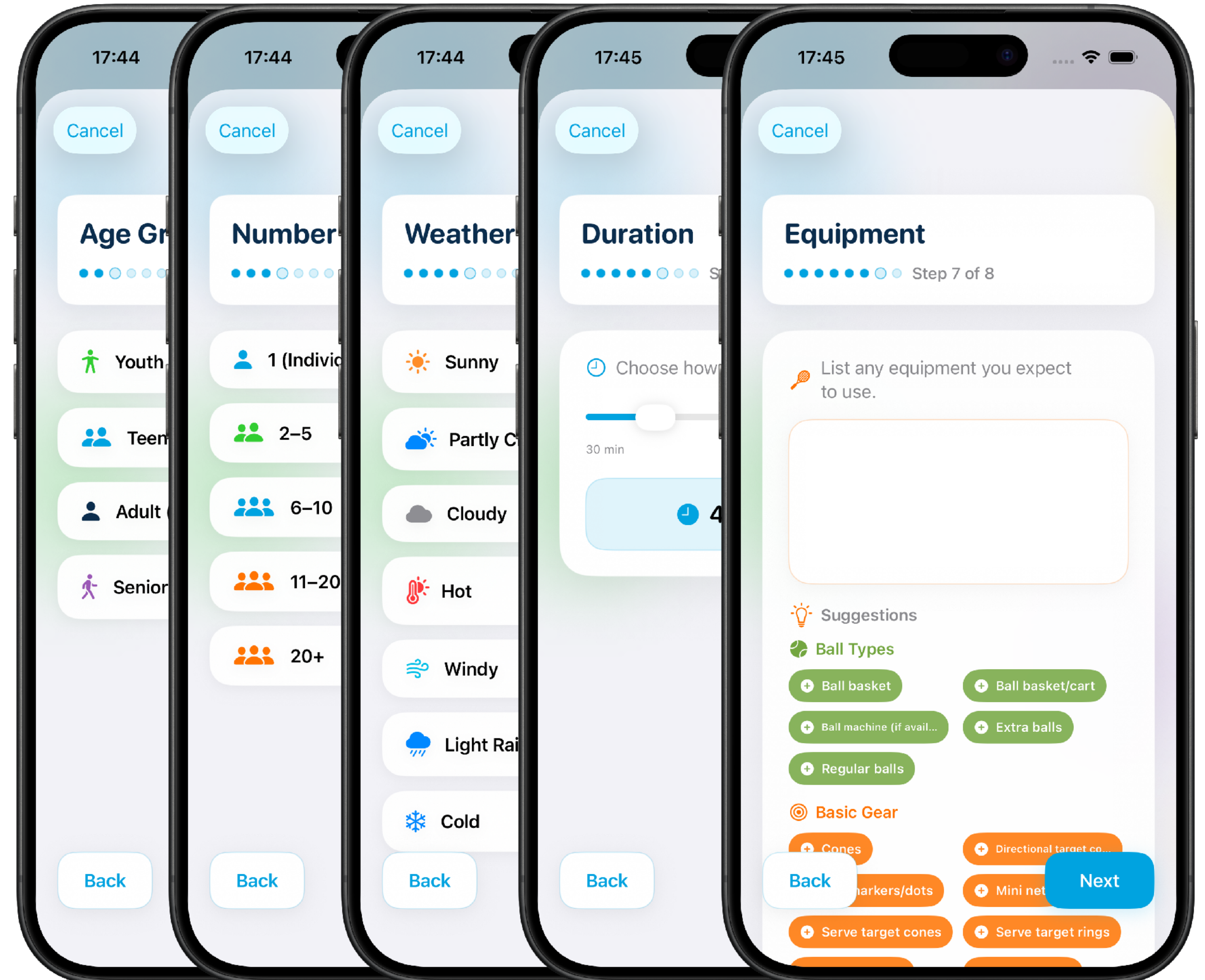
Lesson Planning: 20 minutes to 15 seconds

- First lesson: 5 questions = instant plan
- Every lesson after: 2-3 questions (profile remembers everything)

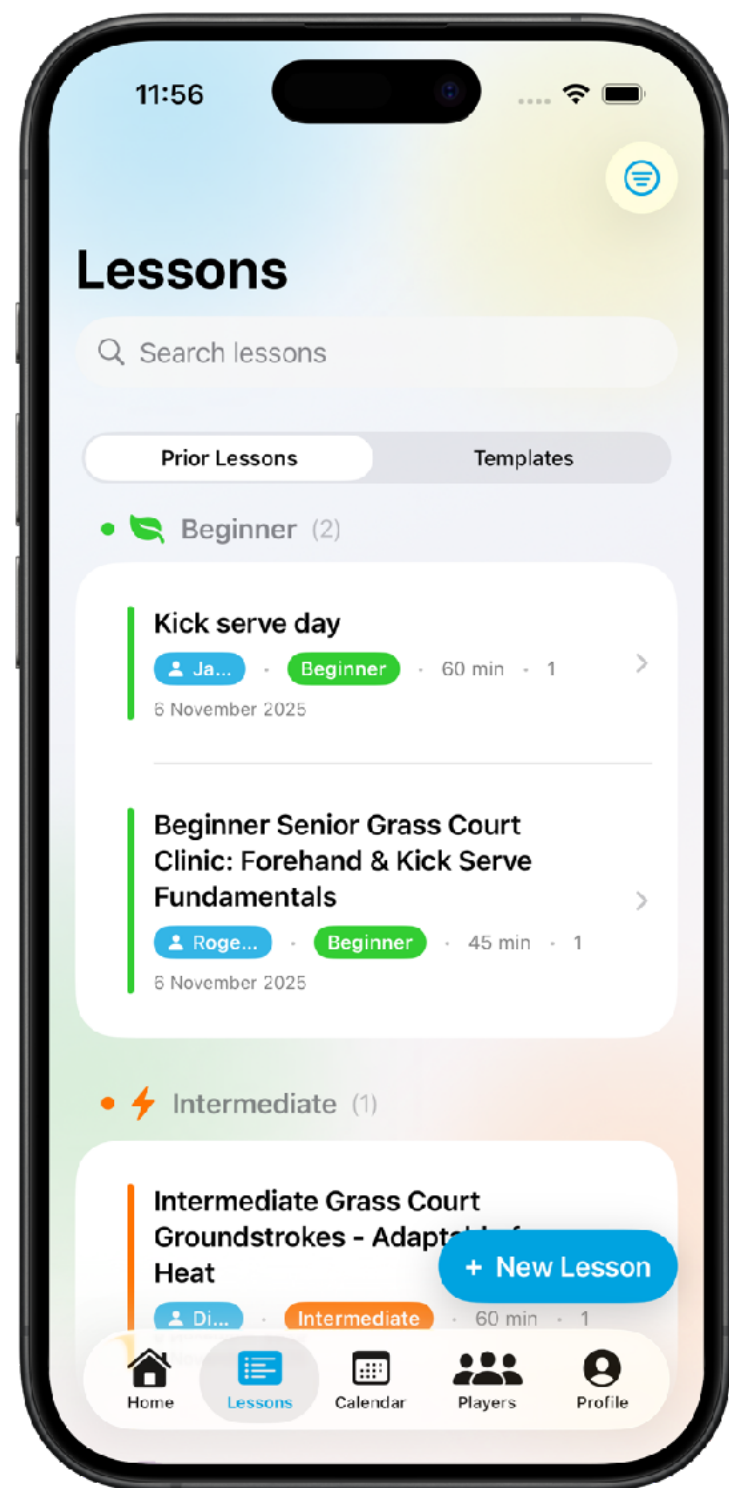
Everything Else: Automated

- One-tap scheduling, rescheduling, and contact
- Automatic reminders and progress tracking
- Smart calendar syncing

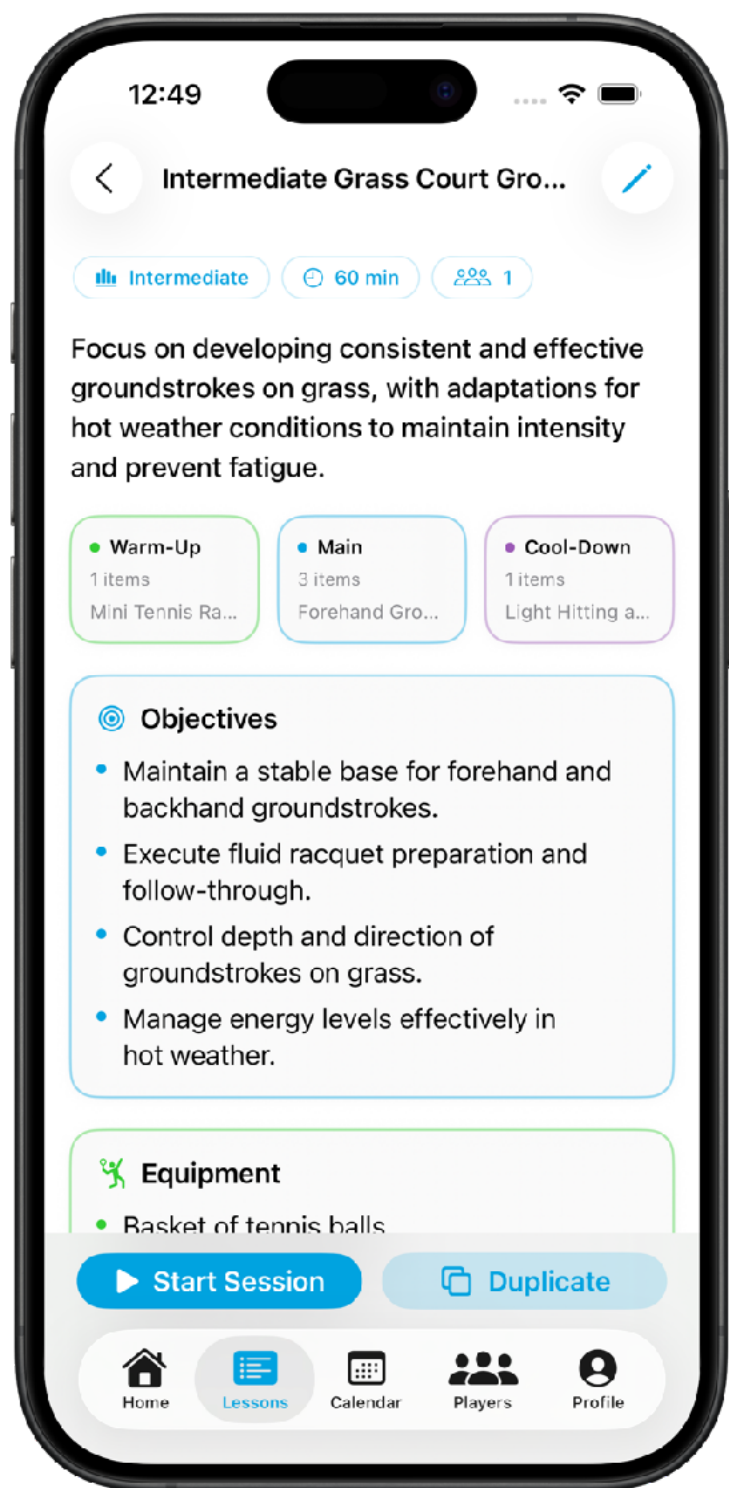
Result: 10+ hours saved weekly. 30% more capacity.



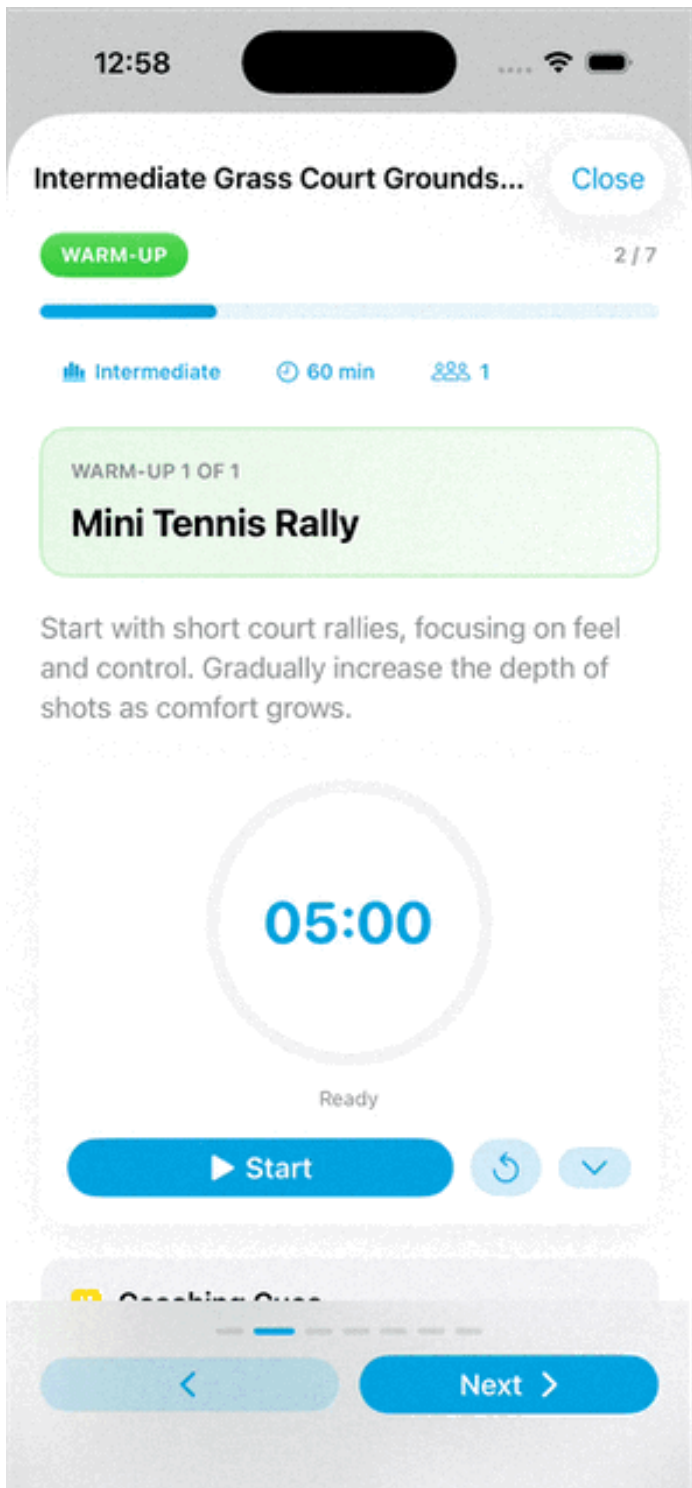
MVP Highlights



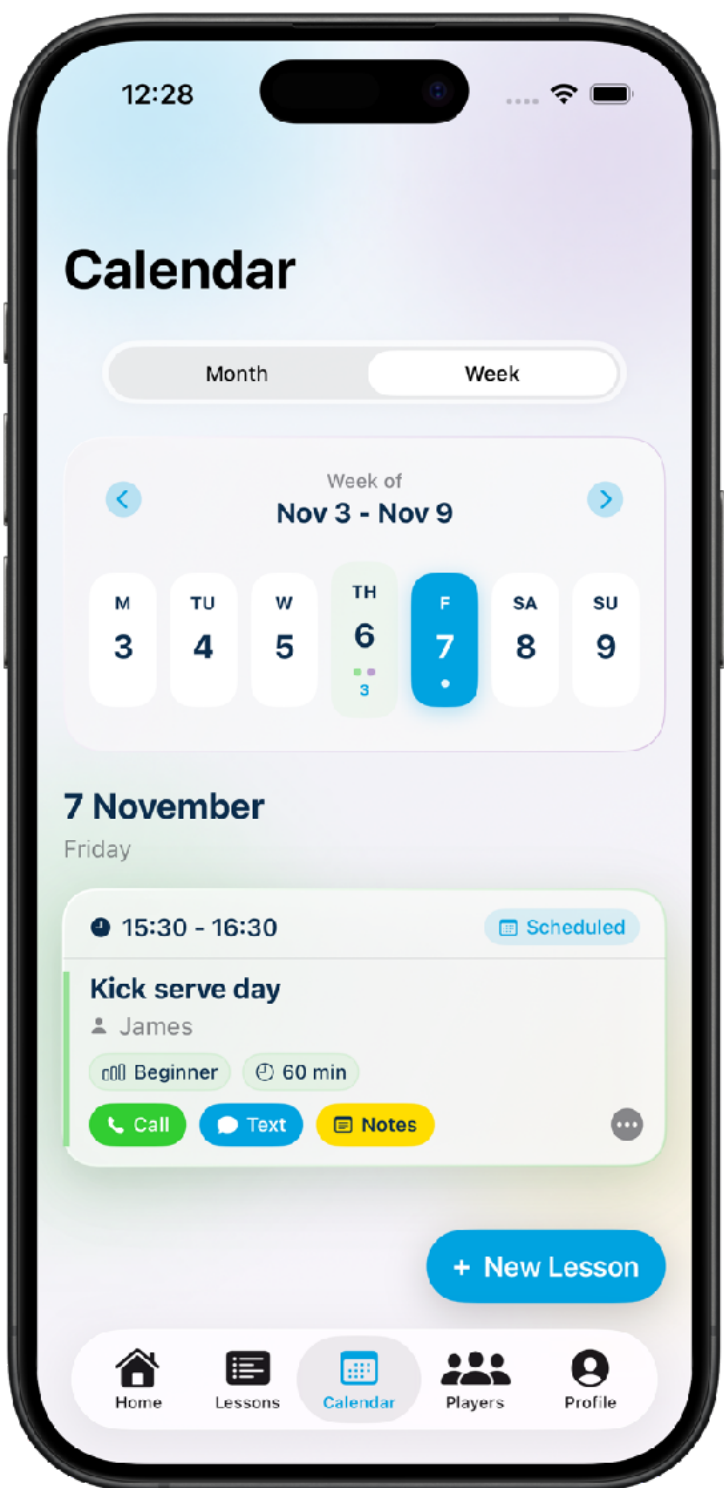
80% Time Savings
on lesson planning and admin tasks



AI-Powered Lesson Generation
Complete structured plans in seconds



Live Coaching Mode
via Dynamic Island
(click to play GIF)



Smart Calendar System
Automated scheduling with reminders and recurring sessions



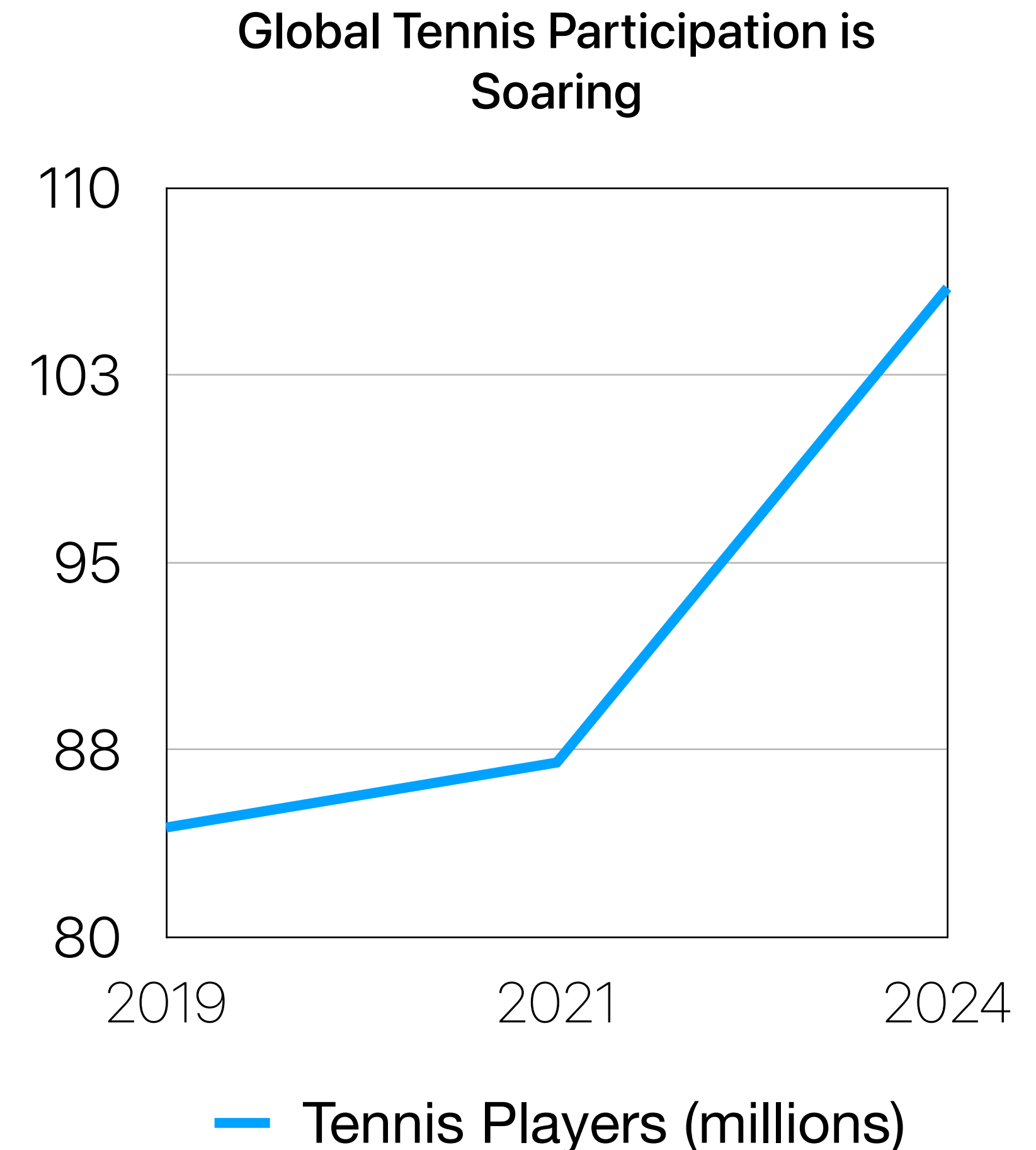
The Market

165,000 registered tennis coaches globally

- English-speaking markets: 50,000 coaches (USTA, Tennis Australia, LTA)
- Europe: 60,000 coaches (Germany, Spain, France, Italy)
- Asia & Latin America: 40,000 coaches
- Growing 8% annually post-pandemic

Federation licensing provides direct access to entire coaching networks.

Initial focus: Tennis Australia, then USTA and LTA. Platform designed for multi-language expansion.



Source: ITF Global Tennis Report (2019–2024)



The Business Model

Primary Revenue Stream:

- Licensing to federations and associations (e.g. Tennis Australia, LTA, USTA)
- Federations pay an annual or monthly licence fee to equip their registered coaches with Tennanova



Secondary Revenue:

- Individual coach subscriptions (freemium to premium)
- Custom integrations (club management tools, player databases, etc.)
- Long-term: analytics & data insights for performance development.



The Roadmap

Phase 1: Validate (Months 1-6)

Tennis Association (eg. Tennis Australia) pilot. Prove product-market fit and coach satisfaction.



Phase 2: Scale (Months 7-12)

Full tennis association rollout. Build federation dashboards and team tools.



Phase 3: Expand (Months 13-18)

Launch USTA and LTA partnerships. Add multi-language support and strengthen compliance for global use.



Phase 4: Intelligence Layer (Year 2+)

Establish Tennanova as the standard coaching platform used worldwide by coaches, academies and federations, creating a unified operating system for tennis coaching.



Competitive Advantage

No direct competitors address AI-powered lesson planning and live coaching assistance for tennis coaches. Adjacent solutions focus on club management (CourtReserve) or video analysis (SwingVision), but not coaching workflows.

Defensible Moats:

- **Federation Partnerships:** Multi-year licensing agreements create high switching costs and recurring revenue stability.
- **Domain-Specific AI:** Our models are trained on tennis pedagogy, progression frameworks, and certification standards – expertise generic AI cannot replicate.
- **Data Advantage:** Each lesson strengthens our AI model. Aggregated insights from thousands of coaches create a compounding advantage new entrants cannot match.

Strategic Timing:

Federation adoption drives industry standardisation. Early partnerships with Tennis Australia position us as the category leader before competitors recognise the opportunity.



Founder

Daniel Zverev

Founder | based in Melbourne, Australia

- 7 years as Tennis Australia Official (Chair Umpire & Line Umpire)
- Active tennis coach (since 2023)
- 2020 Les Isaacs Award for contribution to Tennis Officiating
- Software engineer with sales leadership (Samsung, American Express)

I built **Tennanova** because coaches shouldn't be spending countless hours switching back and forth between apps just to be able to coach their clients.

I myself experienced this when coaching and thought that there must be a better solution out there - turns out there wasn't.

So I decided to build it instead.



The Ask

Raising \$150K Pre-Seed

Use of Funds:

- Product development and federation integration: \$50K (33%)
 - 50-coach pilot program: \$40K (27%)
 - Founder salary for 6 months: \$45K (30%)
 - Operations and go-to-market: \$15K (10%)
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Milestones:

Month 3:

MVP completed with core coaching features

Month 6:

Pilot completed with 50 coaches through a national tennis association to validate product-market fit

Month 9:

Begin federation-scale rollout planning and prepare for next seed round (target: \$500K)

Why Now: The future of tennis coaching is being redefined. Tennanova is positioned to set the new global standard for how coaching is delivered and managed.



The Vision

- We're not building another tennis app. We're building the coaching infrastructure of the future
- **Tennanova** gives every coach in the world the ability to plan smarter, teach better, and elevate their players' potential.
- What started as lesson generation is evolving into a complete coaching operating system. From planning and scheduling to performance intelligence.

Plan smarter, coach better.



Thank you for your time.

I hope to continue this conversation to discuss the
future of **Tennanova**

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Founder

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